



JAN 2 2 2004





CERTIFICATE OF TRANSMISSION (37 CFR 1.10)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted on the date shown below via facsimile transmission to the: Assistant Commissionar for

Date: 122/04

Parti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLN NUMBER 09/748,943	FILING DATE 27 DEC 2000	FIRST NAMED INVENTOR FLICKINGER		ATTY, DKT, NO. T721-17
TITLE ARTUNIT DELIVERING TARGETED ADVERTISEMENTS TO THE 2611				EXAMINER BUI, KIEU
SET-TOP-BOX				OANH T.

Assistant Commissioner for Patents Arlington, VA 22313

AFTER FINAL RESPONSE

The not enter

This Response is in response to the Office Action mailed October 29, 2003, the due date for responding being January 29, 2003. Please consider the following arguments.